

(3) IDS

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



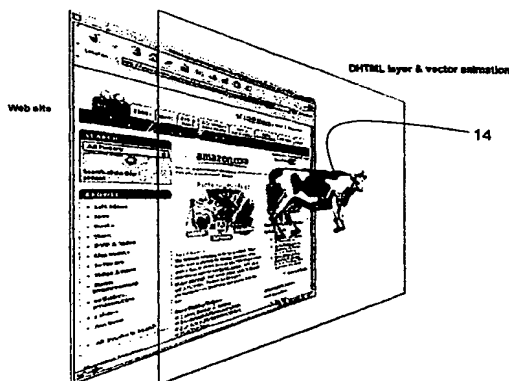
(43) International Publication Date  
21 June 2001 (21.06.2001)

PCT

(10) International Publication Number  
**WO 01/44969 A2**

- (51) International Patent Classification<sup>7</sup>: **G06F 17/00**
- (21) International Application Number: **PCT/IL00/00796**
- (22) International Filing Date:  
28 November 2000 (28.11.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:  
133560 16 December 1999 (16.12.1999) IL
- (71) Applicant (for all designated States except US):  
**AD4EVER INC.** [US/US]; 1013 Centre Road, Wilmington, DE 19805 (US).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **TAFLA, Sivan** [IL/IL]; Bosel Street 26, 49323 Petach-Tikva (IL).
- (74) Agent: **REINHOLD COHN AND PARTNERS; P.O. Box 4060, 61040 Tel Aviv (IL).**
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:**  
— Without international search report and to be republished upon receipt of that report.
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON A WEB PAGE



(57) Abstract: A method for presenting an animated advertisement on a web page, in which a web server obtains a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of the objects at any given instant of time. The web server then downloads the web page layer to the client computer for displaying the animated advertisement content in association with the web page. Preferably, the animated advertisement is displayed as a brief animated clip relating to a product or service to grab an observer's attention, and displaying a link to an advertisement stored in association with an advertisement web server associated with the product or service. This allows the observer to get further information relating to the product or service by clicking on the link. The animated advertisement thus serves as a teaser for enticing a user at the client machine to request an advertisement and the link serves as a reminder of the advertisement after termination of the teaser.

WO 01/44969 A2

44

**Method and system for presenting an animated advertisement  
on a web page**

**FIELD OF THE INVENTION**

This invention relates to advertising over the Internet.

**BACKGROUND OF THE INVENTION**

Many Internet sites make provision for the inclusion of advertisement  
5 banners in their web pages. In such case, a predetermined area of the web page is  
designated for the inclusion of an advertising banner that is downloaded from a  
specified web server whose address is also specified when the web page is  
designed. If the advertising banner itself changes, then the change will  
automatically be reflected in the web page reaching a client without requiring any  
10 change to the web page downloaded by the client. Moreover, the need to allocate an  
area of the web page to the advertisement banner limits the area of the web page  
that is available for conveying other information specific to the web site. Thus, the  
web site must sacrifice some of its own valuable area in order to support the  
advertising banner.

15 Advertising banners are designed to appeal to the web surfer in the hope that  
the advertised product or service will be of sufficient interest to the web surfer that  
he will be inclined to click on the advertisement banner and, by so doing, enter the  
referent web site. In fact, user reaction to static or multimedia based banners is  
very low and simply not comparable to other advertising and direct mail response  
20 rates.

- 2 -

Classical banners can convey only a simple static message. As noted above, usually all presentations are predefined and pre-created. To this extent, they are no different than an advertisement stuck to a car or bus. They are further usually limited to a limited amount of information. For example, some portals limit the  
5 banner weight to 9-12 k bytes.

Animation programs are known which allow animated objects to be created within a predefined window. Such objects may, if desired, have the property that any area within the boundary of the window not actually overlayed by the object is transparent. So far as is known, it has not been suggested to embed animation  
10 objects in lieu of a conventional advertising banner in order to present an animated advertisement to the web surfer. However, even if such were done, this would still have to be accommodated in the web page and so would not address the loss of useful area available to the web site for conveying its own proprietary information.

It would therefore be desirable to allow an animated advertisement to be  
15 associated with a web page for conveying through the web without requiring that space be reserved in the web page for accommodating the animated advertisement. Furthermore, the dynamic nature of an animated advertisement would be improved and better adapted to capture a user's attention if its location relative to the host web page were also dynamic. This would be even further enhanced if the timing of  
20 the dynamic banner were itself unpredictable to the end-user. It would also be desirable to allow the advertisement to be shown without requiring special action on the part of the web surfer.

Other drawbacks associated with known advertising techniques, particularly those employed in the Internet environment, relate to the fact clicking on an  
25 advertising banner frequently re-directs the user away from the originally displayed web page and irreversibly accesses the selected advertisement web page. This is often a cause of frustration to the user and indeed is well known to discourage many Internet users from clicking on a displayed advertisement link in the first place.

- 3 -

A further issue relates to the manner in which web ad agencies charge for their service. It will be understood that web ad agencies are service providers who serve the advertising community in much the same way that any other web server provides a service. To this end, web ad agencies act as a repository for their clients, frequently storing a plurality of advertisements in respect of a client and sending to a potential interested web surfer that advertisement deemed by the ad agency to be of most likely appeal based, for example, on a stored profile of user preferences. These techniques are well known *per se*. A typical approach is for web ad agencies to charge their clients an agreed sum for each 1,000 advertisements sent on the client's behalf to potentially interested parties.

It is believed by the present Applicant that advertising revenue would be increased to the benefit of the ad agencies if their services were charged for on the basis of the elapsed time during which an advertisement is displayed at the client machine, in much the same manner that television advertisements are charged for. However, so far as is known, no mechanism has been proposed for allowing display time of an advertisement downloaded by a client machine from an ad agency server to be monitored by the ad agency.

## SUMMARY OF THE INVENTION

It is therefore an object of the invention to provide an animated advertisement for use with a web page, which does not require that space be reserved in the web page for accommodating the animated advertisement.

According to a first aspect of the invention there is provided a method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a web server:

- (a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

- 4 -

- (b) downloading said web page layer to the client computer for displaying the animated advertisement content in association with the web page.

According to a specific embodiment, the web page and the web page layer are downloaded to the client computer by the same web server. More generally,  
5 however, the web page and the web page layer may be downloaded to the client computer by different web servers.

According to a second aspect of the invention, there is provided a method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- 10 (a) downloading a web page from the web server,  
(b) superimposing over said web page a web page layer containing the animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and  
15 (c) applying a trigger signal for starting the animated advertisement.

Preferably, the web page layer is a DHTML layer containing an animated object adapted to be viewed in association with the web page. As the object moves relative to the web page, only those portions of the web page overlaid at any instant of time by the object are obscured.

20 According to a third aspect of the invention, there is provided a method for presenting an advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- (a) displaying a brief animated clip relating to a product or service to grab an observer's attention, and  
25 (b) displaying a link to an advertising page stored in association with an advertisement web server associated with said product or service so as to allow the observer to download further information relating to the product or service.

Such a method allows a so-called "teaser" to be downloaded by the client,  
30 preferably in the form of an animated advertisement as described above. The

- 5 -

animation typically lasts only a few seconds so as to grab the user's attention and then disappears so as not to distract the user. Thereafter, a link to the ad server stays on the previously displayed web page, which remains otherwise unchanged. Therefore, during this process, the user remains connected to the web page subject  
5 of his or her selection and is not re-directed to a web site of potentially no interest. However, if the user would like to receive further details relating to the product or service subject of the "teaser", he or she can click on the displayed link, whereupon the web browser in the client machine re-directs the client machine to the requested web site. The displayed link thus serves as a permanent "reminder" of the brief  
10 animated advertisement clip previously displayed intermittently.

Preferably, clicking on the "reminder" redisplayes the brief animated advertisement clip in the form of a "main movie" including command buttons for allowing the user to interact with the displayed image.

#### BRIEF DESCRIPTION OF THE DRAWINGS

15 In order to understand the invention and to see how it may be carried out in practice, a preferred embodiment will now be described, by way of non-limiting example only, with reference to the accompanying drawings, in which:

Fig. 1a is an exploded pictorial representation of a web page and a web page layer bearing an animated advertisement;

20 Fig. 1b is a pictorial representation of the web page layer shown in Fig. 1a superimposed on the web page therein;

Fig. 2a is an exploded pictorial representation of the web page and a subsequent frame of the web page layer;

25 Fig. 2b is a pictorial representation of the web page layer shown in Fig. 2a superimposed on the web page therein;

Fig. 3 is a flow diagram showing the principal operating steps associated with a method carried out by a web server in accordance with the invention;

- 6 -

Fig. 4 is a flow diagram showing the principal operating steps associated with a method carried out by a client machine in accordance with a first embodiment of the invention;

Fig. 5 is a flow diagram showing the principal operating steps associated with a method carried out by a client machine in accordance with a second embodiment of the invention;

Fig. 6 is a block diagram showing functionally a system including a web server and a client machine for implementing the invention;

Fig. 7 is a flow diagram showing the principal operating steps associated with a method carried out by a client machine in accordance with a third embodiment of the invention;

Figs. 8a to 8c are a flow diagram showing the principal operating steps associated with a method carried out by a web server and a client machine in accordance with the third embodiment of the invention;

Fig. 8d is a flow diagram showing the principal operating steps associated with continuous background process carried out by the web server in accordance with the third embodiment of the invention; and

Figs. 9 to 14 show pictorially screen dumps associated with the third embodiment of the invention.

## DETAILED DESCRIPTION OF THE INVENTION

Figs. 1a and 2a show a web page 10 written using HTML in known manner. Independently, an animated advertisement 11 is embedded within a separate web page layer 12 using known DHTML technology. The animation itself is likewise accomplished using off-the-shelf vector graphic tools and is not *per se* a feature of the invention. In a preferred embodiment reduced to practice, the animation was prepared using Flash, this being a proprietary vector graphics program produced and distributed by Macromedia Inc. Details and virtual examples can be seen in their website <http://www.flash.com/>. Flash is a registered trademark of Macromedia Inc.

- 7 -

A cow 13 in the animated advertisement 11 constitutes at least one object that is adapted to run across the web page without obscuring or disabling portions of the web page 10 lying outside a boundary 14 of the cow 13 at any given instant of time. The animated cow 13 may move within an imaginary rectangle within the web page layer 12 of just sufficient dimension to accommodate the cow or the rectangle may be the whole web page layer 12. This is not in itself significant because, as noted above, only the boundary or contour of the object constituting the cow 13 determines what portions, if any, of the underlying web page 10 are obscured and disabled. Specifically, and most importantly, any portions of the web page 10 outside the boundary 14 of the cow 13 at any instant of time are visible to the web surfer and are fully enabled. In fact, those portions of the web page 10 within the boundary 14 of the cow 13 at any instant of time, whilst obscured, are still enabled albeit instantaneously inaccessible to the web surfer. It is often desirable that as the animation runs, critical parts of the web page remain visible even as the animation object or objects move across the web page. To this end, at least part of the animation object or objects may be translucent.

Figs. 1b and 2b show pictorially the web page layer 12 shown in Figs. 1a and 2a, respectively, superimposed on the web page 10 therein. The cow 12 moves across the web layer, obscuring different portions of the web page at successive instants of time. However, all other portions of the web page 10 remain visible and enabled.

Referring to Fig. 3 there will be described a method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a web server. A web page is initially downloaded to a client computer connected to the web server. Thereafter, preferably after the web page finished downloading to the client computer, the animated advertisement layer content is downloaded to the client computer. As noted above, this may be done by the same web server or by a different web server. The animated advertisement contains at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given



- 8 -

instant of time. Having been thus downloaded, the animated advertisement remains in memory within the client computer and is disabled such that the client user (or web surfer) sees only the web page. In order for the animated advertisement to appear superimposed on the web page, it must first be triggered. This can be done  
5 in several ways. Thus, a trigger signal may be sent by the web server to the client for starting the animation a predetermined time interval after downloading to the client computer. Here, too, the trigger signal can be sent by a completely independent web server if required. Alternatively, the animated advertisement may include an integral trigger signal for running the animated advertisement a  
10 predetermined time after being downloaded to the client. According to yet another possibility, a mobile program, such as a Java applet, may be downloaded to the client computer for creating the trigger signal. Java is a registered trademark of Sun Microsystems Limited. In any event, the trigger signal may be independent of any activity performed by a user of the client computer. Alternatively, the trigger signal  
15 may be generated consequent to predetermined activity by the user, such as dragging the mouse and so on.

Figs. 4 and 5 show flow charts of methods carried out by the client computer for presenting an animated advertisement on a web page according to different preferred embodiments. A web page is first downloaded from the web server. A  
20 "web page layer" containing an embedded animated advertisement is then superimposed over the web page. The animation is then triggered so that one or more animation objects run across the web page without obscuring or disabling portions of the web page lying outside a boundary of the animation objects at any given instant of time. Typically, the web page layer is itself downloaded from a web  
25 server and contains links to animated objects, which themselves are downloaded to the client computer from one or more web servers. In such manner, the animated advertisement content may be added to the web page layer prior to superimposing on to the web page.

In order for the animated advertisement to appear superimposed on the web  
30 page, it must first be triggered. This can be done in several ways. Thus, a trigger

signal may be sent by the web server to the client for starting the animation a predetermined time interval after downloading to the client computer. Alternatively, the animated advertisement may include an integral trigger signal for running the animated advertisement a predetermined time after being downloaded to the client.

- 5 According to yet another possibility, a mobile program, such as a Java applet, may be downloaded to the client for creating the trigger signal. Java is a registered trademark of Sun Microsystems Limited.

Fig. 5 shows yet a further embodiment where the animation is a separate application program run independent of the web browser although it may, if  
10 desired, be downloaded from the web server, either once and for all or together with each web page. Running the application program compiles a "pseudo-web page layer" and applies the trigger signal for running the animated advertisement. The trigger signal may be independent of any activity performed by the client. Alternatively, the trigger signal may be generated consequent to predetermined  
15 activity by the user, such as dragging the mouse and so on. In this embodiment, the animated object may be loaded locally rather than being downloaded from the web server. However, it is conceptually identical to the web page layer described above and for this reason the term "web page layer" is used herein and in the appended claims without regard to the actual source thereof.

20 Fig. 6 is a block diagram showing functionally a system designated generally as 20 comprising a web server 21 and a client computer 22 coupled thereto via the Internet 23. The web server 21 comprises a processor 24 and a memory 25 coupled thereto for storing therein the web page 10 and the web page layer 12 containing the animated advertisement. A communication mechanism 26 is  
25 coupled to the processor 24 for successively downloading the web page 10 and the web page layer 12 to the client computer 22. A clock 27 is coupled to the processor 24 and a triggering unit 28 is responsively coupled to the clock 27 for sending a trigger signal to the client computer 22 for starting the animated advertisement

The client computer 22 comprises a processor 30 and a memory 31 coupled  
30 thereto and adapted to store therein the web page 10 and the web page layer 12

containing the animated advertisement. A communication mechanism 32 is coupled to the processor 30 for downloading the web page 10 from the web server 21 for storage in the memory 31. A triggering unit 33 coupled to the processor 30 applies a trigger signal for starting the animated advertisement, and an overlay mechanism 5 34 is coupled to the triggering unit 33 and is responsive to the trigger signal for superimposing the web page layer 12 over the web page 10.

Figs. 7 to 14 relate to a new method for presenting advertisements in association with a web page, and particularly to such a method that exploits the animation layer described above with reference to Figs. 1 to 6 of the drawings.

10 Fig. 7 shows the principal operating steps carried out by a client machine, such as the client computer 22 shown in Fig. 6. Upon downloading an HTML page in the normal manner, the client machine checks whether there is a link to an Ad server, such as the web server 21 in Fig. 6. If not, no further action is required by the client machine so far as the present invention is concerned. However, if a link 15 to the Ad server is found, then the client machine determines whether the user configuration is qualified. If not, then again no further action is taken by the client machine; otherwise, a software agent is downloaded to the client machine from the Ad server. The agent may be a Java applet for interacting with the web browser in the client machine in a manner that will now be described in greater detail with 20 particular reference to Figs. 8a to 8d of the drawings.

Thus, referring to Figs. 8a to 8d, the Ad server functions in the conventional manner until the HTML is fully downloaded to the client machine. It then accesses the client machine to locate a cookie loaded at the client machine during a previous session giving access details. If no cookie is found, the user cannot be recognized 25 by the Ad server, and the Ad server checks whether cookies are enabled at the client machine. If so, then a cookie is deposited by the Ad server at the client machine and a new client record is created at the Ad server; if not, then this is not possible.

The agent, now resident in the client machine, requests a teaser/main movie file from the Ad server. The meaning of these terms will become apparent from the 30 following description, particularly with reference to Figs. 9 to 14. Thus, Fig. 9

- 11 -

shows an HTML page 40 displaying a table of automobile manufacturers providing links to competitive prices and having links 41 to other HTML pages also relating to pricing information as well as links 42 to other features. The teaser appears as a car 43 at the edge of the screen and skids across the screen as shown in Fig. 10  
5 leaving skid marks in its wake, until it finally disappears after several seconds, leaving the original HTML page intact as shown in Fig. 11. However, as shown in Fig. 11, there remains a reminder 45 in the form of a car identical to the car 43 displayed in the teaser and bearing the legend "click to see me blue". This serves as a constant reminder of the subject matter associated with the teaser, whilst enticing  
10 the user to request more information and to request the main movie associated with the teaser, giving more comprehensive information. At the same time, the original HTML page requested by the user remains completely legible: the reminder being located in advance in a location thereof that barely obscures the data displayed therein.

15 Clicking on the reminder 45 shown in Fig. 11, now causes the main movie to be displayed as shown in Fig. 12 where the car 46 skids across the screen in reverse leaving its skid marks 47 visible and remaining visible together with various command buttons 48 whose operations are indicated via appropriate legends in association with the command buttons 48. For example, one of the  
20 command buttons 48 is entitled "Color me!" and causes the car 46, now displayed prominently across a central portion of the screen, to be colored in a different color selected by the user. This is a valuable advertising tool, since it enables the user to view a displayed car in a variety of colors thus enabling her to choose that color of most appeal.

25 Another command key bears the legend "Info". On clicking on this button, a table 49 is displayed as shown in Fig. 13 allowing for a user to request more information by entering personal details, such as name, e-mail and telephone number and submitting the completed form by clicking on the "submit" button.

Fig. 14 shows an order form 50 allowing the user to enter his or her name, e-  
30 mail address, credit card number and expiry date. "Cancel" and "Submit" buttons

- 12 -

allow the order to be cancelled or submitted, thus allowing the user to interact with the advertisement and order a proposed product.

Having explained the relevant terminology, we can revert to Figs. 8a to 8d and resume the detailed description of the interaction between the software agent loaded at the client machine and the Ad server. As noted, the agent resident in the client machine, requests a teaser/main movie file from the Ad server. The Ad server selects which teaser/main movie file to sent to the client, the selection being based, for example, on a client profile showing client preferences in the event that the cookie was downloaded to the client machine and a record maintained at the Ad server. The agent starts to download the selected teaser/main movie file to the client machine. Once the teaser/main movie file is fully downloaded, the agent starts to play the teaser on the advertisement layer, i.e. render the advertisement layer bearing the teaser using DHTML technology, as explained above with reference to Figs. 1b and 2b of the drawings. As noted above, the teaser file takes several seconds to play after completion of which the agent informs the Ad server that the teaser has finished and forwards measured display parameters to the Ad server. In particular, the display parameters forwarded to the Ad server relate to the elapsed time during which the advertisement layer bearing the teaser file (and subsequently the movie file) was or were displayed at the client machine. These parameters serve as a mechanism that allows the Ad server to charge its client based on actual display time of the advertisement in much the same manner that television advertisements are charged for.

Thereafter, the agent causes the reminder 45 shown in Fig. 11 to be shown and monitors whether the user clicks on the reminder. When the user clicks on the reminder, the agent informs the Ad server and again forwards measured display parameters to the Ad server. The agent then starts to play the main movie and allows user interaction with the main movie 46 via the command buttons 48 as explained above with reference to Fig. 12. One of the command buttons 48 is an "Exit" button allowing the user to exit. On clicking the "Exit" button, the agent forwards the measured interaction and display parameters to the Ad server. The

- 13 -

interaction parameters indicate features of interest to the user and allow the Ad server to fine-tune the user's profile so as to increase the probability that future target advertisements will be of interest to the user and generate a sale, thereby allowing the web site to charge a higher rate from advertisers. After forwarding the measured interaction and display parameters to the Ad server, the agent closes the main movie, and reverts to that part of the process where it displays the reminder and monitors the user clicking the reminder.

Fig. 8d shows a background process that is run by the agent in parallel to the main process shown in Figs. 8a to 8c and allows a systematic and predictable reaction by the agent in the event of an unorthodox exit by the user at the client machine. Thus, on detecting an interrupt caused by the user leaving the web page or closing the web browser, the agent forwards the measured interaction and display parameters to the Ad server and then terminates.

It will be understood that other modifications than those specifically described will be apparent to those skilled in the art. Thus, for example, whilst in the preferred embodiment, the animation is created using a vector graphics program, the invention equally well contemplates the use of video clips and other graphics formats.

It will also be understood that the web server and the client computer according to the invention may be suitably programmed computers. Likewise, the invention contemplates a computer program being readable by a computer for executing the method of the invention. The invention further contemplates a machine-readable memory tangibly embodying a program of instructions executable by the machine for executing the method of the invention.

In the method claims that follow, alphabetic characters used to designate claim steps are provided for convenience only and do not imply any particular order of performing the steps.

**CLAIMS:**

1. A method for presenting an animated advertisement on a web page, comprising the following steps, all carried out by a web server:
  - (a) obtaining a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and
  - (b) downloading said web page layer to the client computer for displaying the animated advertisement content in association with the web page.
2. The method according to Claim 1, wherein the web page is downloaded to the client computer by said web server.
3. The method according to Claim 1, wherein the web page is downloaded to the client computer by a different web server.
4. The method according to any one of Claims 1 to 3, further including the step of sending a trigger signal to the client computer for starting the animation.
5. The method according to any one of Claims 1 to 4, wherein the animated advertisement is a video clip.
6. The method according to any one of Claims 1 to 4, wherein the animated advertisement is a vector animation file.
7. The method according to Claim 6, wherein the vector animation file is a Flash® (SWF) file.
8. The method according to any one of the preceding Claims, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.
9. The method according to Claim 1, further including the step of downloading to the client a mobile program for creating the trigger signal.
10. The method according to Claim 1, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.

- 15 -

11. The method according to any one of the preceding Claims, wherein step (b) is performed after the web page finished downloading to the client computer.
12. The method according to any one of the preceding Claims, wherein at least part of the at least one object is translucent.
- 5 13. A web server for presenting an animated advertisement on a web page, the web server comprising:  
a processor,  
a memory coupled to the processor and storing therein a web page layer adapted to contain an animated advertisement content containing at least one object  
10 adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and  
a communication mechanism coupled to the processor for successively downloading the web page and the web page layer to a client computer connected to the web server.
- 15 14. The web server according to Claim 13, wherein:  
the web page is stored in the memory, and  
the communication mechanism successively downloads the web page and the web page layer to the client computer.
- 20 15. The web server according to Claim 13 or 14, wherein the processor is responsive to a clock for sending a trigger signal to the client for starting the animation.
16. The web server according to any one of Claims 13 to 15, wherein the animated advertisement is a video clip.
17. The web server according to any one of Claims 13 to 15, wherein the  
25 animated advertisement is a vector animation file.
18. The web server according to Claim 13, wherein the communication mechanism is responsive to the processor for downloading to the client a mobile program for creating the trigger signal.



- 16 -

19. The web server according to Claim 13, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.
20. The web server according to any one of the Claims 13 to 19, wherein the  
5 communication mechanism is responsive to the processor for downloading the animated advertisement content after the web page finished downloading to the client computer.
21. The web server according to any one of the Claims 13 to 20, wherein at least part of the at least one object is translucent.
- 10 22. A method for presenting an animated advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:
- (a) downloading a web page from the web server,
  - (b) superimposing over said web page a web page layer containing the  
15 animated advertisement having at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and
  - (c) applying a trigger signal for starting the animated advertisement.
23. The method according to Claim 22, wherein steps (b) and (c) include  
20 running an application program for compiling the web page layer and applying the trigger signal.
24. The method according to Claim 23, further including downloading the application program from a web server.
25. The method according to Claim 23 or 24, wherein the application program  
25 generates an integral trigger signal for running the animated advertisement.
26. The method according to Claim 22, wherein step (b) includes downloading the web page layer from a web server.
27. The method according to Claim 26, further including the step of receiving a trigger signal from a web server for starting the animation.

28. The method according to any one of Claims 22 to 27, wherein the animated advertisement is a video clip.
29. The method according to any one of Claims 22 to 27, wherein the animated advertisement is a vector animation file.
- 5 30. The method according to any one of Claims 22 to 29, wherein the trigger signal is independent of any autonomous activity performed by a user of the client computer.
31. The method according to Claim 26, further including the step of downloading from the web server a mobile program for creating the trigger signal.
- 10 32. The method according to Claim 26, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.
33. The method according to any one of Claims 22 to 32, wherein at least part of the at least one object is translucent.
34. A client machine for presenting an animated advertisement on a web page,  
15 the machine comprising:  
a processor,  
a memory coupled to the processor and adapted to store therein a web page and a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions  
20 of the web page lying outside a boundary of said objects at any given instant of time,  
a communication mechanism coupled to the processor for downloading a web page from a web server to said memory,  
a triggering unit coupled to the processor for applying a trigger signal for  
25 starting the animated advertisement, and  
an overlay mechanism coupled to the triggering unit and responsive to the trigger signal for superimposing over said web page a web page layer.
35. The client machine according to Claim 34, wherein the overlay mechanism is constituted by an application program for compiling the web page layer or a  
30 "pseudo web page layer" and applying the trigger signal.

- 18 -

36. The client machine according to Claim 35, wherein the communication mechanism is adapted to download the application program from a web server.
37. The client machine according to Claim 35 or 36, wherein the application program is adapted to generate an integral trigger signal for running the animated advertisement.
38. The client machine according to Claim 34, wherein the communication mechanism is adapted to download the web page layer from a web server.
39. The client machine according to Claim 38, wherein the triggering unit receives a trigger signal from the web server for starting the animation.
40. The client machine according to any one of Claims 34 to 39, wherein the animated advertisement is a video clip.
41. The client machine according to any one of Claims 34 to 39, wherein the animated advertisement is a vector animation file.
42. The client machine according to any one of Claims 34 to 41, wherein the triggering unit is independent of any autonomous activity performed by a user of the client machine for generating the trigger signal.
43. The client machine according to Claim 38, wherein the communication mechanism is adapted to download from the web server a mobile program for creating the trigger signal.
44. The client machine according to Claim 38, wherein the animated advertisement includes an integral trigger signal for running the animated advertisement.
45. The client machine according to any one of Claims 34 to 44, wherein at least part of the at least one object is translucent.
46. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, said method steps comprising:
- (a) downloading a web page to a client computer connected to the web server, and

- 19 -

- (b) downloading to the client computer a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time.

5  
47. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to download a  
10 web page to a client computer connected to the web server, and

computer readable program code for causing the computer to download to the client computer a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at  
15 any given instant of time.

48. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, said method steps comprising:

20 (a) downloading a web page from a web server,

(b) superimposing over said web page a web page layer containing the animated advertisement containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of  
25 time, and

(c) applying a trigger signal for starting the animated advertisement.

49. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

- 20 -

computer readable program code for causing the computer to download a web page from a web server,

computer readable program code for causing the computer to superimpose over said web page a web page layer containing the animated advertisement  
5 containing at least one object adapted to run across the web page without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

computer readable program code for causing the computer to apply a trigger signal for starting the animated advertisement.

10 **50.** A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an animated advertisement on a web page, comprising the following steps:

(a) obtaining a web page layer adapted to contain an animated  
15 advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

(b) downloading said web page layer to the client computer for displaying  
20 the animated advertisement content in association with the web page.

**51.** A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an animated advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to obtain a web  
25 page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of said objects at any given instant of time, and

- 21 -

computer readable program code for causing the computer to download said web page layer to the client computer for displaying the animated advertisement content in association with the web page.

5 52. A method for presenting an advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- (a) displaying a brief animated clip relating to a product or service to grab an observer's attention, and
- (b) displaying a link to an advertisement stored in association with an advertisement web server associated with said product or service so as  
10 to allow the observer to get further information relating to the product or service.

53. The method according to Claim 52, further including the steps of:

- (c) on terminating display of said further information, re-displaying the link.

15 54. The method according to Claim 52 or 53, wherein the brief animated clip serves as a teaser for enticing a user at the client machine to request an advertisement and said link serves as a reminder of the advertisement after termination of the teaser.

55. The method according to any one of Claims 52 to 54, wherein the animated  
20 clip and the advertisement are animated web layers.

56. The method according to any one of Claims 52 to 55, further including displaying one or more command icons allowing the user to interact with the advertisement.

57. A method for charging for display of an advertisement displayed at a client  
25 machine by an ad server on behalf of an advertiser, said method comprising the steps of:

- (a) downloading the advertisement to the client machine,
- (b) receiving from the client machine an indication of an actual display time during which the advertisement is displayed at the client machine, and  
30 (c) charging the advertiser in accordance with the actual display time.

- 22 -

58. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for presenting an advertisement on a web page, comprising the following steps all carried out by a client computer connected to a web server:

- 5 (a) displaying a brief animated clip relating to a product or service to grab an observer's attention, and
- (b) displaying a link to an advertisement stored in association with an advertisement web server associated with said product or service so as to allow the observer to get further information relating to the product or
- 10 service.

59. A computer program product comprising a computer useable medium having computer readable program code embodied therein for presenting an advertisement on a web page, the computer program product comprising:

computer readable program code for causing the computer to display a

15 brief animated clip relating to a product or service to grab an observer's attention, and

computer readable program code for causing the computer to display a link to an advertisement stored in association with an advertisement web server associated with said product or service so as to allow the observer to get further

20 information relating to the product or service.

60. A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said method comprising the steps of:

- 25 (a) downloading the advertisement to the client machine,
- (b) receiving from the client machine an indication of an actual display time during which the advertisement is displayed at the client machine, and
- (c) charging the advertiser in accordance with the actual display time.

- 23 -

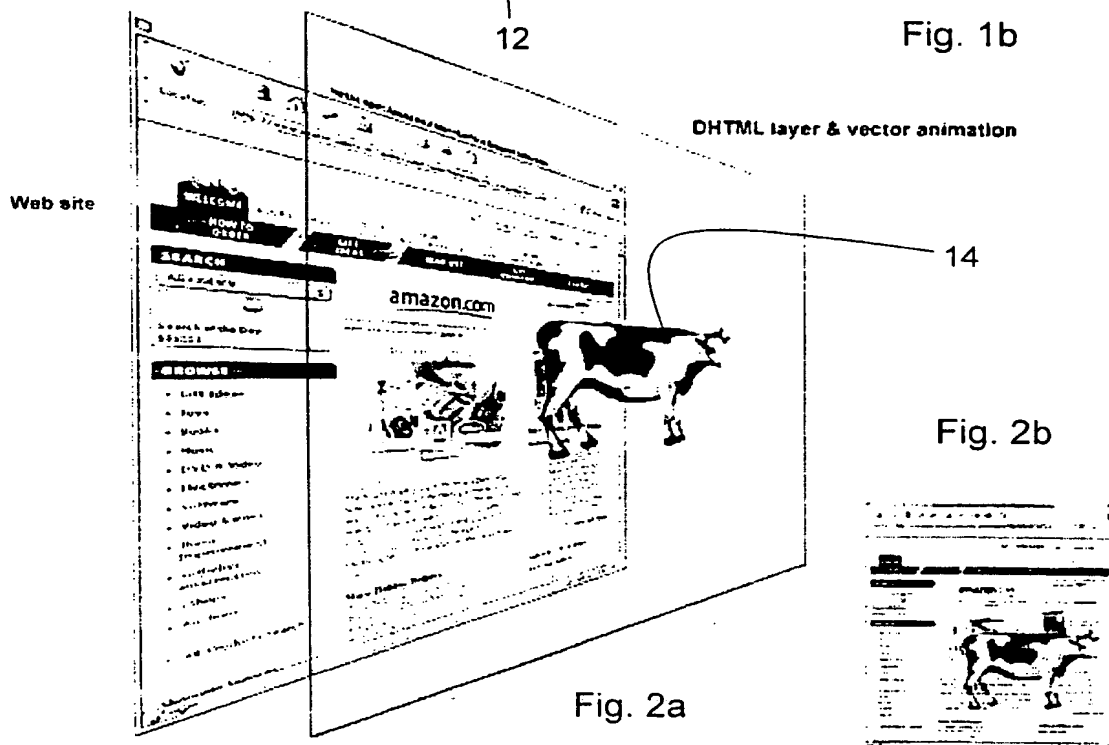
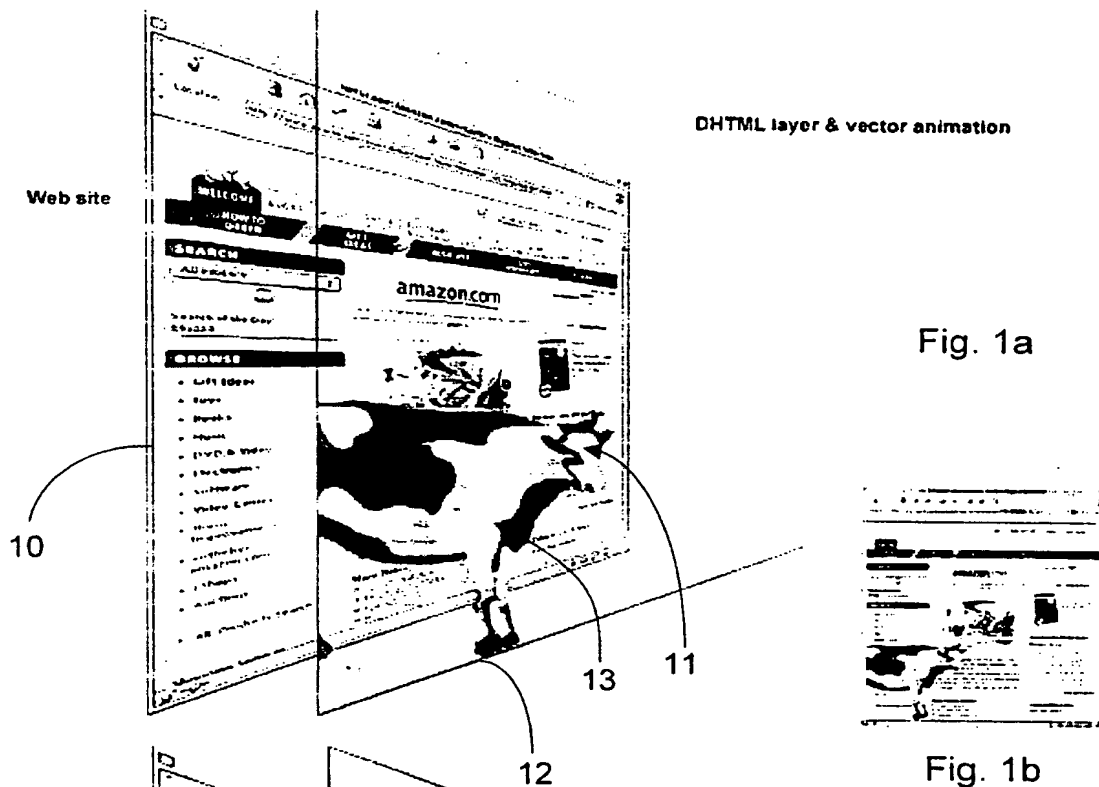
61. A computer program product comprising a computer useable medium having computer readable program code embodied therein for charging for display of an advertisement displayed at a client machine by an ad server on behalf of an advertiser, said computer program product comprising:

5 computer readable program code for causing the computer to download the advertisement to the client machine,

computer readable program code for causing the computer to receive from the client machine an indication of an actual display time during which the advertisement is displayed at the client machine, and

10 computer readable program code for causing the computer to charge the advertiser in accordance with the actual display time.





2/16

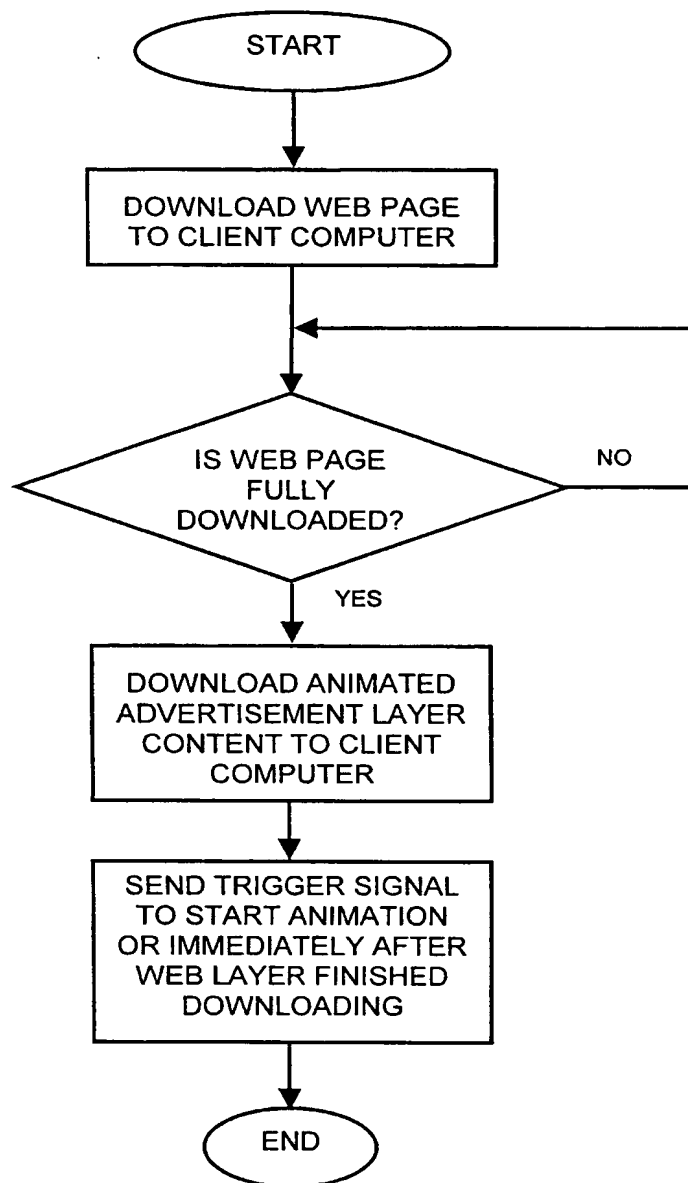


FIG. 3

3/16

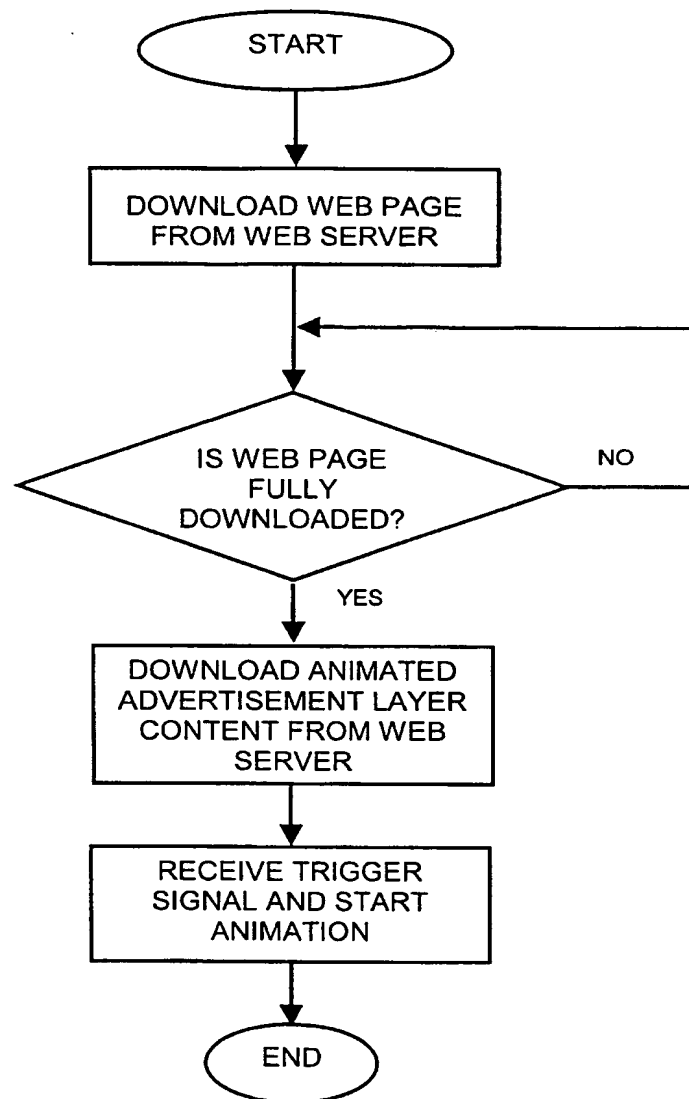


FIG. 4

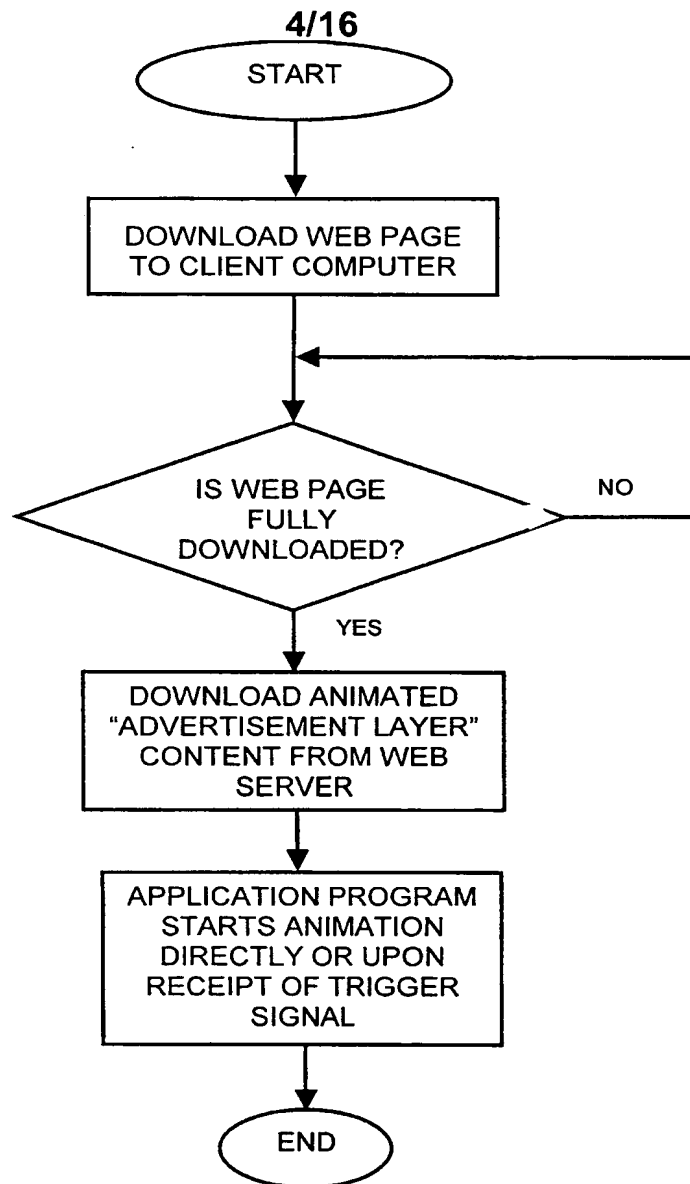


FIG. 5

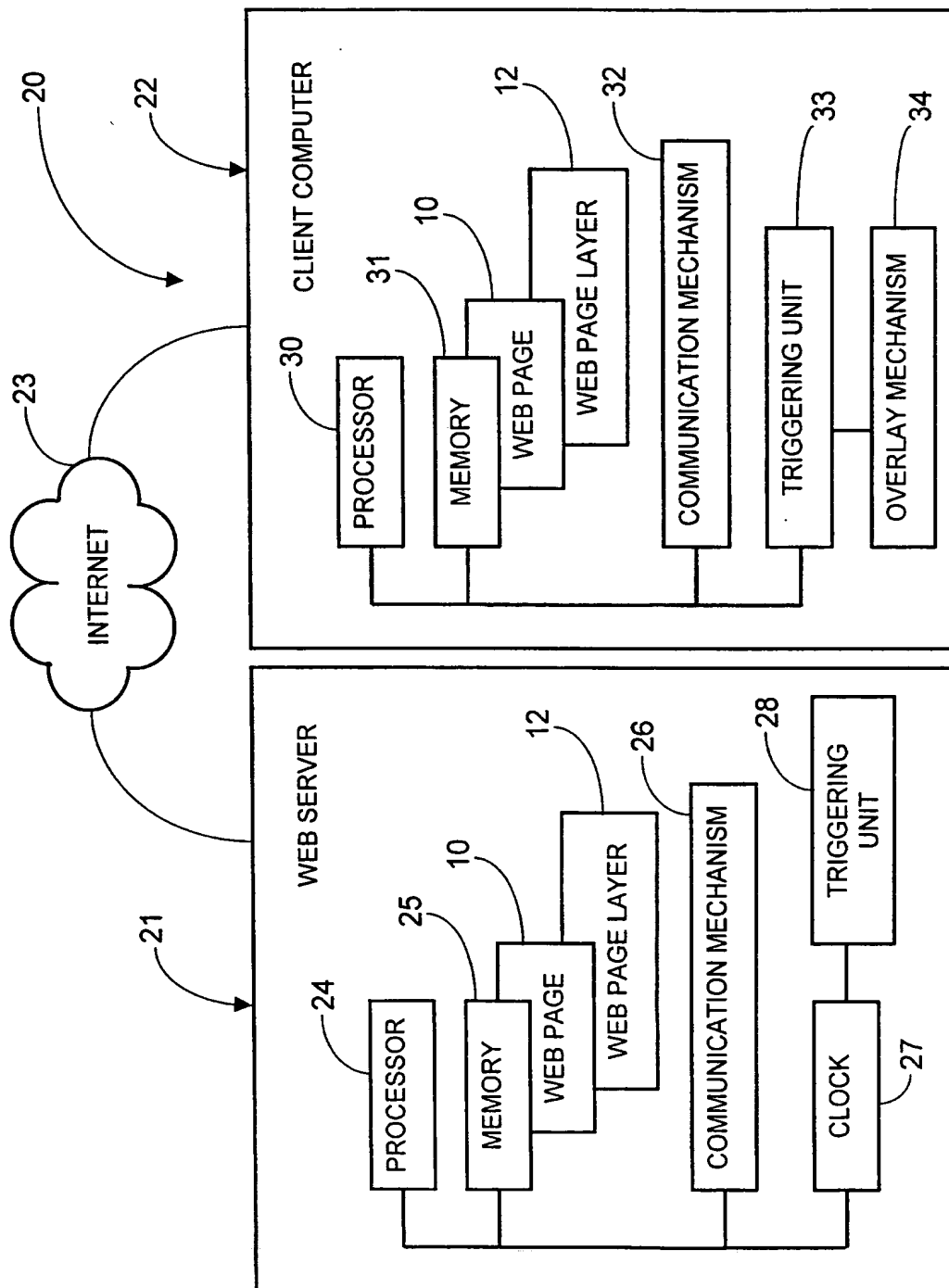


FIG. 6

6/16

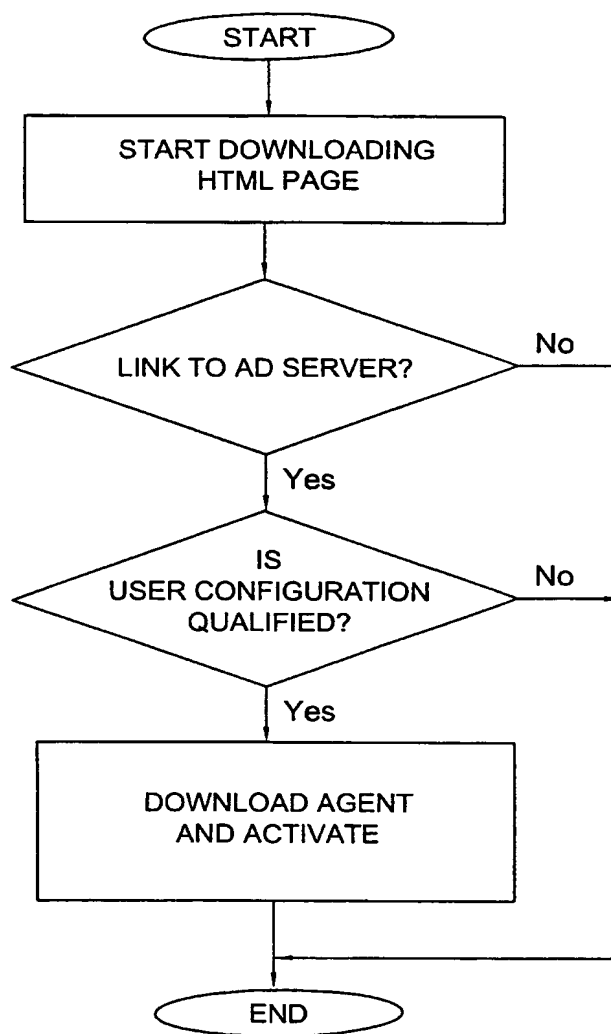
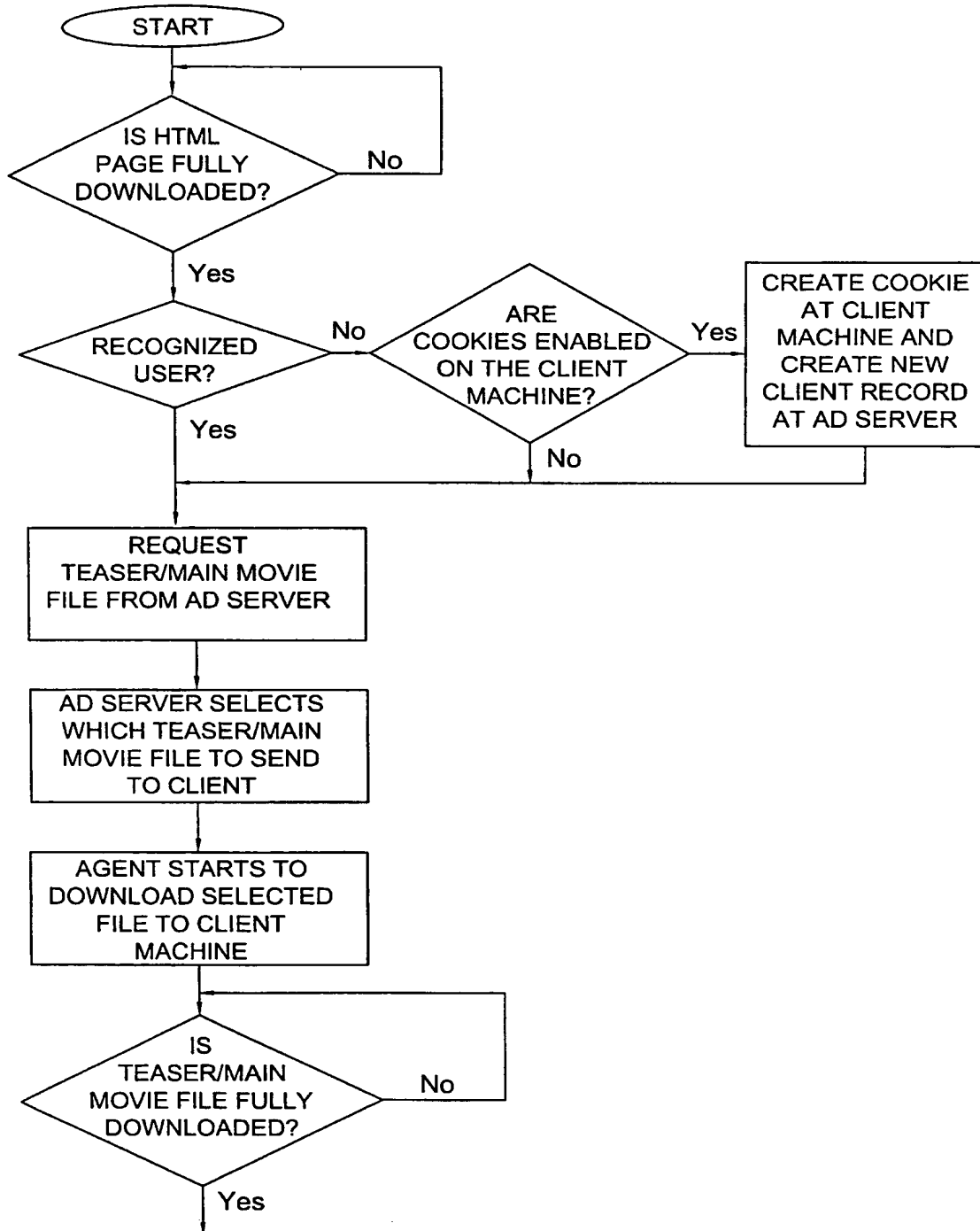


FIG. 7

7/16



TO FIG.8B

FIG. 8A

8/16

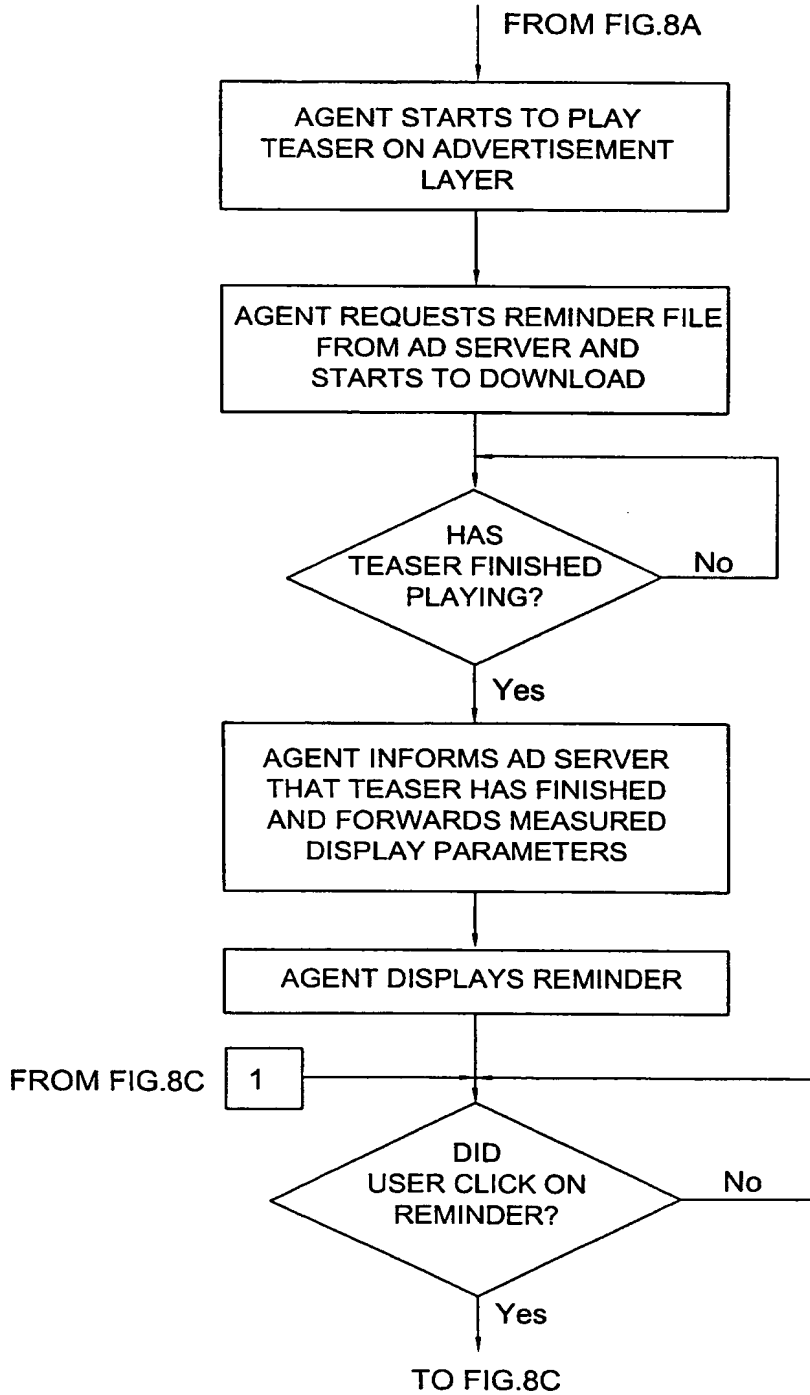
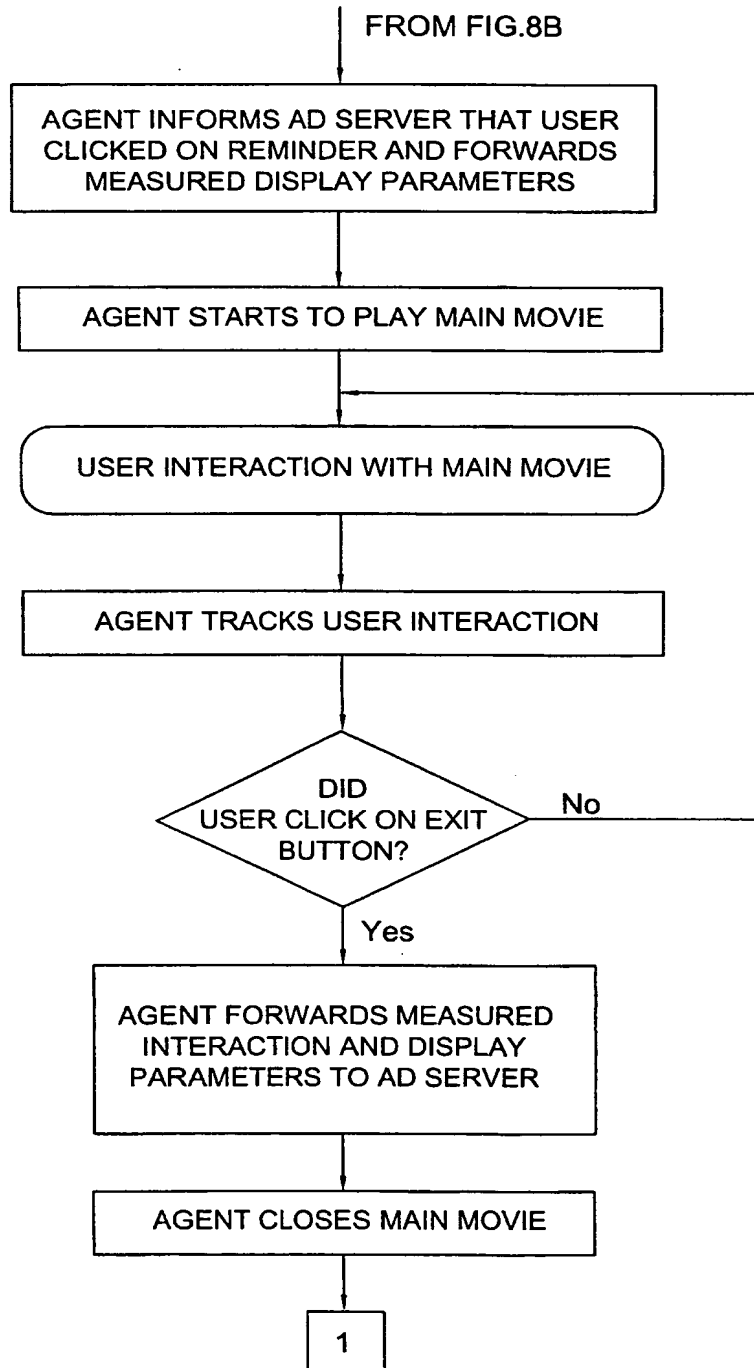


FIG. 8B



9/16



TO FIG.8B

FIG. 8C

10/16

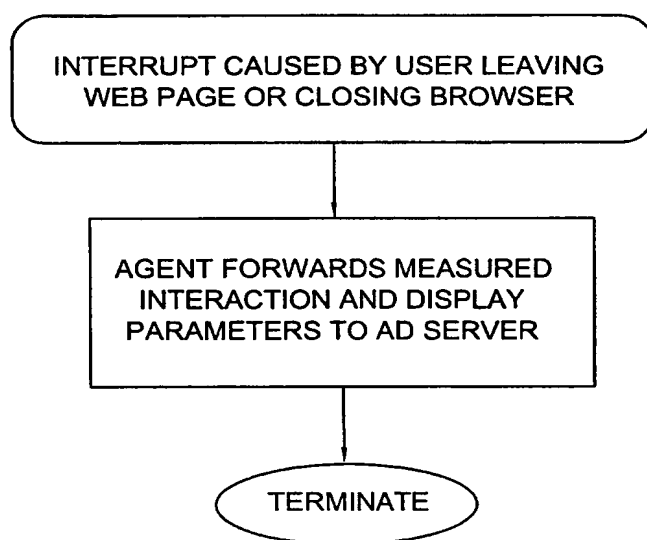


FIG. 8D

11/16

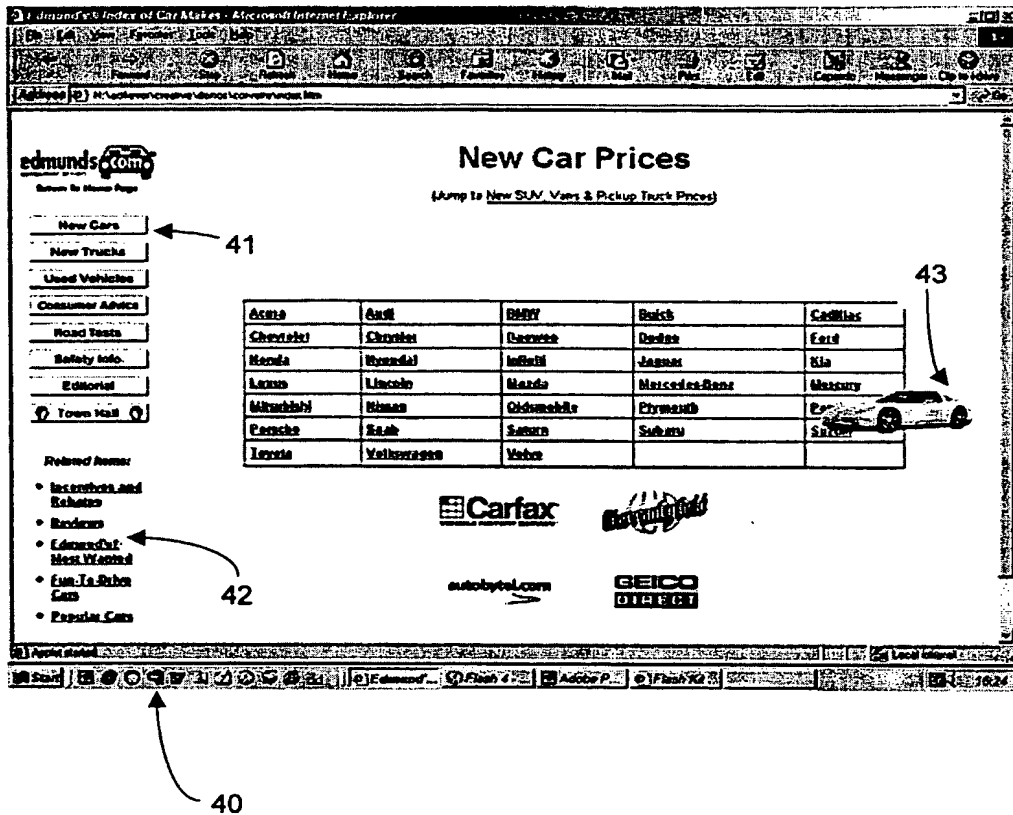


FIG. 9

12/16

Edmunds Online of Car Market - Microsoft Internet Explorer

Address: http://www.edmunds.com/newcars/index.htm

## New Car Prices

(Jump to New SUV, Vans & Pickup Truck Prices)

**THE ONLY SPORT CAR THAT MATTERS**

Mitsubishi	Nissan	Subaru	Pontiac	Volvo
Porsche	Saab	Suzuki	Toyota	
Lotus	Volvo			

44

Carfax

autobytel.com

GEICO DIRECT

edmunds.com

New Cars

Used Cars

Compare

Road Tests

Safety

Insurance and Ratings

- Roadside
- Edmunds' Most Wanted
- Fun To Drive Cars
- Popular Cars

Microsoft Internet Explorer

Local Internet

FIG. 10


13/16

Edmunds.com Index of Car Models - Microsoft Internet Explorer

Address: H:\edmunds\index\index.html

## New Car Prices

Jump to New SUV, Vans & Pickup Truck Prices

click to see me  45

blue

Acadia	Audi	BMW	Buick	Cadillac
Chevrolet	Chrysler	Dodge	Infiniti	Isuzu
Honda	Honda	Infiniti	Jaguar	Kia
Land	Lincoln	Mazda	Mercedes-Benz	Mercury
Mitsubishi	Nissan	Oldsmobile	Pontiac	Porsche
Subaru	Saturn	Saturn	Suzuki	
Toyota	Volkswagen	Vaux		

Related Items:

- Incentives and Rebates
- Reviews
- Edmunds' Most Wanted
- Fun To Drive Cars
- Popular Cars

Carfax

autobytel.com

GEICO DIRECT

13.62

FIG. 11

14/16

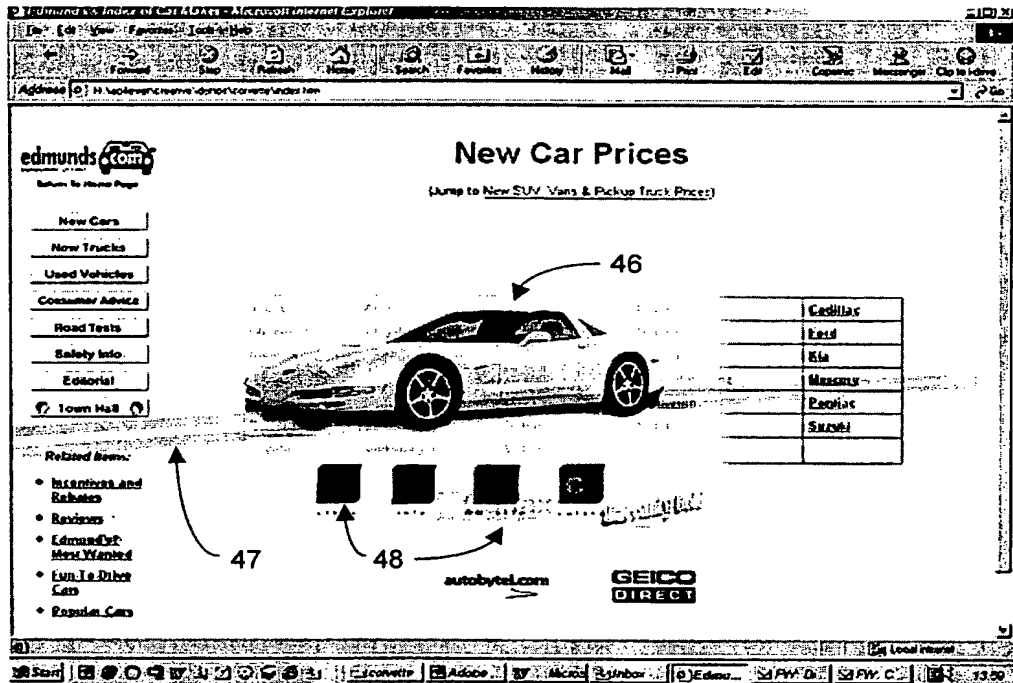


FIG. 12

15/16

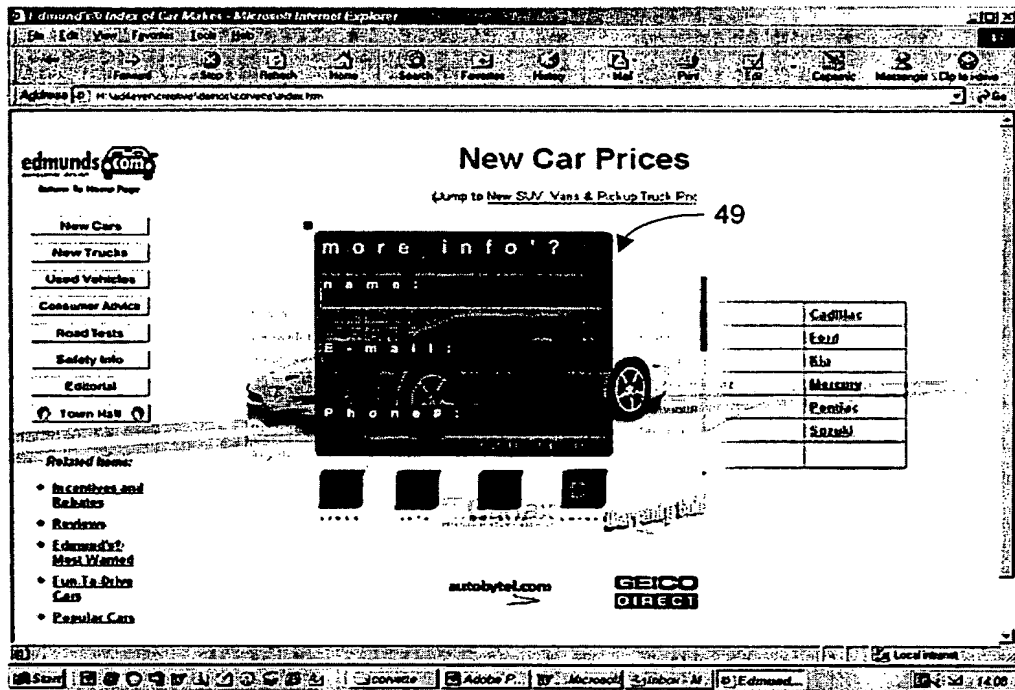


FIG. 13

16/16

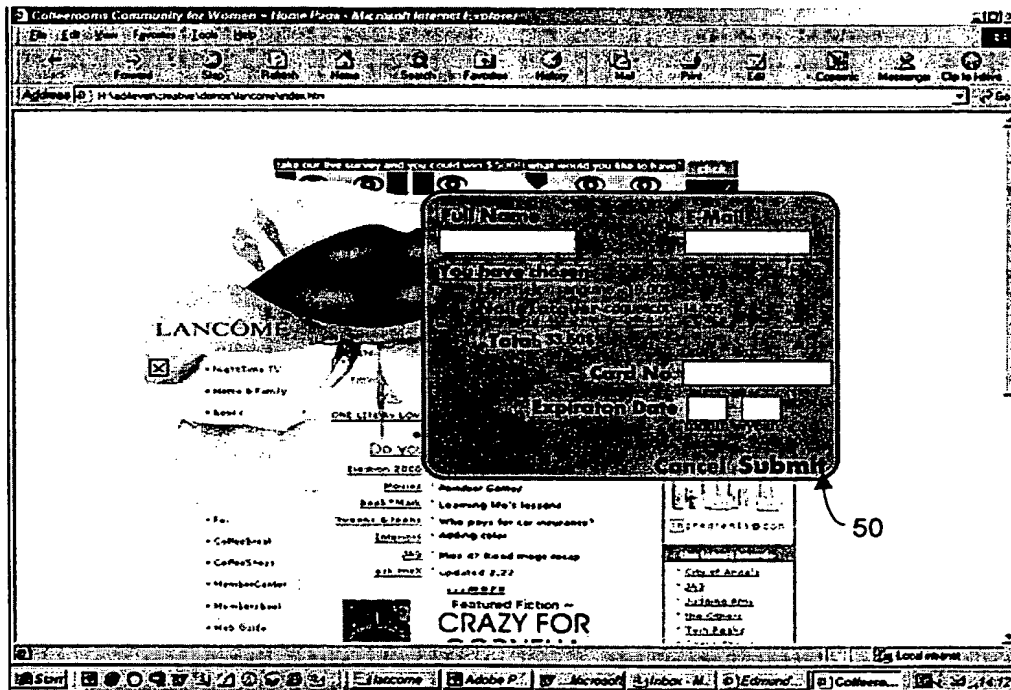


FIG. 14



(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
21 June 2001 (21.06.2001)

PCT

(10) International Publication Number  
**WO 01/44969 A3**

(51) International Patent Classification<sup>7</sup>: **G06F 17/60**

(21) International Application Number: **PCT/IL00/00796**

(22) International Filing Date:  
28 November 2000 (28.11.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
133560 16 December 1999 (16.12.1999) IL

(71) Applicant (for all designated States except US):  
**AD4EVER INC.** [US/US]; 1013 Centre Road, Wilmington,  
DE 19805 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **TAFLA, Sivan**  
[IL/IL]; Bosel Street 26, 49323 Petach-Tikva (IL).

(74) Agent: **REINHOLD COHN AND PARTNERS**; P.O.  
Box 4060, 61040 Tel Aviv (IL).

(81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ, DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

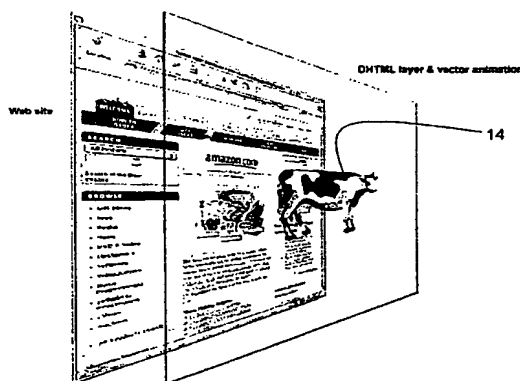
Published:

— with international search report

(88) Date of publication of the international search report:  
7 March 2002

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: **METHOD AND SYSTEM FOR PRESENTING AN ANIMATED ADVERTISEMENT ON A WEB PAGE**



(57) Abstract: A method for presenting an animated advertisement on a web page, in which a web server obtains a web page layer adapted to contain an animated advertisement content having at least one object adapted to run across a web page downloaded to a client computer connected to the web server without obscuring or disabling portions of the web page lying outside a boundary of the objects at any given instant of time. The web server then downloads the web page layer to the client computer for displaying the animated advertisement content in association with the web page. Preferably, the animated advertisement is displayed as a brief animated clip relating to a product or service to grab an observer's attention, and displaying a link to an advertisement stored in association with an advertisement web server associated with the product or service. This allows the observer to get further information relating to the product or service by clicking on the link. The animated advertisement thus serves as a teaser for enticing a user at the client machine to request an advertisement and the link serves as a reminder of the advertisement after termination of the teaser.

WO 01/44969 A3

# INTERNATIONAL SEARCH REPORT

International Application No  
PCT/IL 00/00796

## A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06F17/60

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, INSPEC, WPI Data, PAJ, IBM-TDB

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 97 35280 A (ZAPA DIGITAL ARTS LTD ;ETAM ERAN (IL); HERMONI NIR (IL); LIVINE EY) 25 September 1997 (1997-09-25) page 17, line 18 -page 18, line 23 page 25, line 21 -page 27, line 19 figures 2,3A,3B,6A,6B ---	1-61
A	NEGRINO T: "Dynamic HTML without tears" MACWORLD, APRIL 1999, MAC PUBLISHING, USA, vol. 16, no. 4, pages 97-100, XP002177218 ISSN: 0741-8647 page 97, column 2, line 13 -page 98, column 3, line 18 --- -/--	1-61



Further documents are listed in the continuation of box C.



Patent family members are listed in annex.

### \* Special categories of cited documents:

- \*A\* document defining the general state of the art which is not considered to be of particular relevance
- \*E\* earlier document but published on or after the international filing date
- \*L\* document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- \*O\* document referring to an oral disclosure, use, exhibition or other means
- \*P\* document published prior to the international filing date but later than the priority date claimed

- \*T\* later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- \*X\* document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- \*Y\* document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art.
- \*G\* document member of the same patent family

Date of the actual completion of the international search

11 September 2001

Date of mailing of the international search report

25/09/2001

Name and mailing address of the ISA

European Patent Office, P.B. 5818 Patentlaan 2  
NL - 2280 HV Rijswijk  
Tel. (+31-70) 340-2040, Tx. 31 651 epo nl,  
Fax: (+31-70) 340-3016

Authorized officer

Pedersen, N

## INTERNATIONAL SEARCH REPORT

International Application No

PCT/IL 00/00796

C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KOPPEN E ET AL: "A practical approach towards active hyperlinked documents" COMPUTER NETWORKS AND ISDN SYSTEMS, NORTH HOLLAND PUBLISHING. AMSTERDAM, NL, vol. 30, no. 1-7, 1 April 1998 (1998-04-01), pages 251-258, XP004121422 ISSN: 0169-7552 page 253, column 1, line 8 - line 20 ---	1-61
A	ROUSSEAU F ET AL: "Synchronized multimedia for the WWW" COMPUTER NETWORKS AND ISDN SYSTEMS, NORTH HOLLAND PUBLISHING. AMSTERDAM, NL, vol. 30, no. 1-7, 1 April 1998 (1998-04-01), pages 417-429, XP004121405 ISSN: 0169-7552 page 423, line 5 - line 9 ---	1-61
A	QUINN G B ET AL: "Development of Internet-based multimedia applications" TIBS TRENDS IN BIOCHEMICAL SCIENCES, ELSEVIER PUBLICATION, CAMBRIDGE, EN, vol. 24, no. 8, 1 August 1999 (1999-08-01), pages 321-324, XP004174253 ISSN: 0968-0004 page 321, column 1, line 43 -column 2, line 4 page 323, column 1, line 28 - line 31 -----	1-61

# INTERNATIONAL SEARCH REPORT

Information on patent family members

International Application No

PCT/IL 00/00796

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 9735280 A	25-09-1997	AU 718608 B	20-04-2000
		AU 2228997 A	10-10-1997
		CA 2248909 A	25-09-1997
		EP 0927406 A	07-07-1999
		JP 2000512039 T	12-09-2000
<hr/>			